



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Targeted Platform Media  
1291 Hollywood Ave  
Annapolis, MD 21403

# Contract # 2537397

**Schedule Dates** 08/16/16-08/22/16  
**Advertiser** Priorities USA Action (72141)  
**Agency** Targeted Platform Media (15945)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** TV (105655)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** /  
**Phone/Fax** /  
**CPE** 773/783/4701  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** TV  
Separation: 30  
AMY MCCREARY

**Date Entered** 06/20/16  
**Last Modified** 08/03/16  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR25194239  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,551.75  
**Net Total** \$8,793.25  
**Sales Tax**

**Greensboro (WXLV)**  
By Broadcast Month  
Aug. 2016  
Grand Total: 24 \$10,345.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/16/16-08/19/16	2	:30	9A- Dr Phil 2	2		X	X	X	X			2	\$80.00	\$160.00	Greensboro (WXLV)	Dr. Phil	6/20/16
2.0	Normal Line / SPOT (2)	08/16/16-08/19/16	4	:30	2P- ABC-General Hospital	2		X	X	X	X			2	\$90.00	\$180.00	Greensboro (WXLV)	General Hospital	6/20/16
3.0	Normal Line / SPOT (3)	08/16/16-08/19/16	4	:30	3P- Dr Phil	3		X	X	X	X			3	\$105.00	\$315.00	Greensboro (WXLV)	Dr. Phil	6/20/16
4.0	Normal Line / SPOT (4)	08/16/16-08/19/16	4	:30	5P- Peoples Court	2		X	X	X	X			2	\$90.00	\$180.00	Greensboro (WXLV)	Peoples Court	6/20/16
5.0	Normal Line / News (5)	08/16/16-08/19/16	1	:30	6:28-30P- ABC-World News Monday-Friday	2		X	X	X	X			2	\$600.00	\$1,200.00	Greensboro (WXLV)	ABC World News	6/20/16
6.0	Normal Line / SPOT (6)	08/16/16-08/19/16	2	:30	7:28-30P- Family Feud B	4		1	1	1	1			4	\$400.00	\$1,600.00	Greensboro (WXLV)	Family Feud	6/20/16
7.0	Normal Line / News (7)	08/16/16-08/19/16	2	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	2		X	X	X	X			2	\$480.00	\$960.00	Greensboro (WXLV)	News14 On ABC 45	6/20/16
8.0	Normal Line / Prime (8)	08/22/16-08/22/16	2	:30	7:57-56P- ABC-Bachelor in Paradise (Monday)	1								1	\$1,200.00	\$1,200.00	Greensboro (WXLV)	Bachelor in Paradise-ABC	6/20/16
9.0	Normal Line / Prime (9)	08/22/16-08/22/16	1	:30	10P- ABC-Mistresses (Monday)	1								1	\$1,100.00	\$1,100.00	Greensboro (WXLV)	Mistresses ABC	6/20/16
10.0	Normal Line / Prime (10)	08/19/16-08/19/16	4	:30	7:57-56P- ABC-Shark Tank (Friday)	1					1			1	\$600.00	\$600.00	Greensboro (WXLV)	Shark Tank-ABC	6/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sigi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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**Greensboro (WXLV)**  
By Broadcast Month Spots Rate  
Aug. 2016 24 \$10,345.00  
Grand Total: 24 \$10,345.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Prime (11)	08/21/16-08/21/16	1	:30	8p- ABC-Celebrity Family Feud (Sunday)	1							1	1	\$1,200.00	\$1,200.00	Greensboro (WXLV)	Celebrity Family Feud-ABC	6/20/16
12.0	Normal Line / Prime (12)	08/21/16-08/21/16	1	:30	9p- ABC-The \$100,000 Pyramid (Sunday)	1							1	1	\$1,160.00	\$1,160.00	Greensboro (WXLV)	The \$100,000 Pyramid-ABC	6/20/16
13.0	Normal Line / SPOT (4)	08/22/16-08/22/16	4	:30	5p- Peoples Court	1	1							1	\$90.00	\$90.00	Greensboro (WXLV)	Peoples Court	6/20/16
14.0	Normal Line / SPOT (6)	08/22/16-08/22/16	2	:30	7:28-30p- Family Feud B	1	1							1	\$400.00	\$400.00	Greensboro (WXLV)	Family Feud	6/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 3/29/16
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I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

<p>Priorities USA Action</p>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: Priorities USA Action

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Campaign Name: Priorities USA Action  
Office Sought: U.S. Presidency  
General Election: November, 8th 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Greg Speed  
Executive Strategist: Anne Caprara  
Chief Strategist: Guy Cecil

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

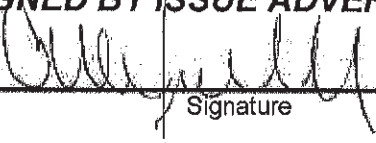
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

March 29th, 2016

Date



Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Allison Aldred

Printed Name

DS

Title